

2. (Amended) The electronic commerce apparatus of claim 1, wherein said visitor parameter storage comprises a number of previous visits storage that stores a number corresponding to the total number of visits to said site by a particular visitor, and wherein said awards rule storage stores an awards rule that determines a specific promotional award based on a number of previous visits to said site by a visitor as stored in said number of previous visits storage.

1 3. (Amended) The electronic commerce apparatus of claim 1, wherein said visitor  
2 parameter storage comprises an award time storage that stores a time of a last award  
3 to a particular visitor, and wherein said awards rule storage stores an awards rule that  
4 determines a specific promotional award based on whether a predetermined time  
5 period has elapsed since said last award.

1 4. (Amended) The electronic commerce apparatus of claim 1, wherein said visitor  
2 parameter storage comprises an award amount storage that stores a cumulative total  
3 value of awards credited to a particular visitor, and wherein said awards rule storage  
4 stores an awards rule that determines a specific promotional award based on the  
5 cumulative total award value stored in said award amount storage.

1 5. (Amended) The electronic commerce apparatus of claim 4, wherein said award  
2 amount rule contains a predetermined promotional award limit.

1 6. (Amended) The electronic commerce apparatus of claim 5, wherein said award limit  
2 is reset to zero when said visitor makes a purchase from said site.

1 7. (Amended) The electronic commerce apparatus of claim 2, wherein said promotional  
2 award according to said awards rule increases with successive visits by said visitor.

1 10. (Amended) A method for offering a promotional award to a visitor to an electronic  
2 commerce site, comprising the steps of:

3 detecting a site visit by a visitor and keeping track of a number of visits to said site  
4 and a number of purchases from said site by individually identified visitors; and  
5 granting a promotional award to said visitor in accordance with award rules  
6 pertaining to the number of visits to said site by said visitor and purchases from said  
7 site by said visitor;  
8 wherein said visitor is motivated to make multiple site visits and a purchase as a  
9 result of said promotional award.

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1 19. (Amended) A method for offering a promotional award to a visitor of an electronic  
2 commerce site, comprising the steps of:  
3 detecting a site visit by a visitor and storing information identifying a visitor and  
4 identifying prior promotional awards credited to said visitor;  
5 determining whether said visitor has already exceeded a predetermined promotional  
6 award limit;  
7 granting a promotional award to said visitor if said visitor has not exceeded said  
8 predetermined promotional award limit and updating the value of said prior credited  
9 promotional awards associated with visitor identification information;  
10 wherein said visitor is motivated to make multiple site visits and a purchase as a  
11 result of said promotional award.

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1 24. (Amended) The method of claim 19, wherein said promotional award is credited to  
a purchase price if said visitor makes a purchase.

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